

With Thought of Easter and Spring Days

McCreery Expressions of the Season

French Veils

Permit us to introduce La Drappe, a fetching style of French Veil that has just arrived from Paris for milady's Easter costume.

One may drape it with "studied carelessness" over a small or large chapeau and appear very smart indeed. It is available in many exclusive designs and colors— 3.50, 6.75, 8.50, 9.50 and 11.50

For Tiny Tots

Fashion is ever kindly disposed toward youngsters. For this season she has evolved some adorable little Coats and Hats for them, and McCreery's has marked them at prices that will permit all little tots to be "dressed-up" for Easter.

Smart little Coats of Shepherd Checks or Navy Blue Serge, ornamented with emblems and braid, have been priced at 14.50. Motor Coats of Tweed in Green and Tan mixtures with set-in raglan sleeves are modestly priced at 14.50 and 14.95. Polo Coats, the sort the youngsters love, with belts all-round, Light Green, are available at 16.50. Modish models of Taffeta, Cheviot, Tricotine or Shepherd Check. Prices according to materials 14.50 to 27.50

And such jaunty little hats! Models of Milan and China Split are very smart indeed. Pretty and "dressy" are the Leghorns and fancy straws bedecked with Velvet Ribbon and gay flowers. 5.95 to 15.95.



Easter Frocks of Flowered Georgette Crepe

In mood with Eastertide, its flowers and its joyousness, are lightsome Frocks of flowered Georgette Crepe, such as those pictured, which are priced at 38.00

And quite as suitable are Taffeta affairs whose billowy bouffants and bustles make one think of balmy breezes and budding things.

To the more dreamy notes of Spring clinging Gowns respond—deftly draped modes of luminous Charmeuse or that svelte fabric, Tricolette. Then, too, there are exquisite creations in fine Laces. 45.00 to 225.00

Silken Undergarments

Quite Easter-like in appearance are our new Undergarments of fine Pink Glove Silk. The Vests are artistically adorned with embroidery, yet the price is but 3.95

Other vests at 5.00 have lace-trimmed yokes. The Camisoles are exquisite! They have yokes of dainty lace and shoulder straps of ribbon 3.50

Quite as lovely are the Envelope Chemises which are fashioned in camisole style, daintily trimmed with lace and ribbon, at 4.95. Bloomers, 4.25.



American women enjoy the reputation of being the best shod women in the world. "McCreery Footwear" has done much to bring this about. Particularly smart are the new Easter models, some of French persuasion, others of distinctly American in their long, slender lines. French Kid, Buckskin, and Satin. All Fashionable Shades. 11.10, 12.75, 14.40 and 15.50

Worthy of special mention are models of notable smartness, specially selected for the Easter costume. They feature a novel tongue effect that is certain to win favor, and are faultlessly fashioned on trim, slender lines. Brown or Black Kid Vamps with Satin quarters to match. 6.95

Eastertime Attire for Youth

Jaunty, Care-free Styles for Misses and Girls

Misses' Suits

For the younger set at the engaging ages of 14 to 18 there is a bewitching array of Suits in as many different styles as there are types of girls. The captivating Eton Suit is featured in jaunty ways, revealing odd, bird-like waistcoats, girdles, sashes and much embroidery. The English Box-Coat style appears in youthful modes, effectively braid trimmed. Then, too, there are tailleurs as trim and trig as those for older sister. 95.00

Misses' Dresses

Irresistibly lovely are the Afternoon Dresses. They are deftly fashioned in lightsome, spring-like styles of beguiling fabrics—Georgette Crepe, plain or flowered, rustling Taffeta, or Silken Fabrics. Ruffles and frills are used in profusion, streamers of gay ribbons flutter from girdles, sparkling beads and embroidery, wee bits of fine Lace and glittering trimming have been effectively employed as adornment. 69.50

For Miss 6 to 16

For Miss 6 to 16 who usually grows very fast and plays very hard Fashion has been most kind. For her there are modish Coats in rippling styles of soft, fuzzy fabrics, priced at 39.50. Dresses, there are, in abundance—pretty, dressy styles of Taffeta, Pongee, Satin or Plaid Silks at 29.50, and Frocks of Voile, Organdie, Net, Lawn, Georgette Crepe and Chiffon at 16.75 to 59.50

Gloves—A Critical Point in Easter Attire

Gauntlet Gloves, with their cavalier air, are very smart indeed. Types of impeccable cut, in White Pique with spear-point backs and strap-wrist, 6.00; Slip-on models of Washable Doeskin in Natural and White. 2.75

High Gloves are indispensable for many occasions, 8-button length of White Pique, 4.75; 16-button length, White Mousquetaire French Kid, 8.50; 12-button length in White and all fashionable shades, 7.50

Easter Hats

Chapeaux of inimitable French artistry have been modestly priced at 35.00 and 50.00

Reproductions of exclusive Paris models are available for 15.00 20.00 and 25.00



Easter Blouses

Just as the high lights of a painting accentuate its beauty, just so do light, airy Blouses enhance the Easter costume.

Two charming Blouses of Georgette Crepe are pictured. Their delicate airiness will provide that fresh spring-like touch so necessary to the success of Eastertime attire. Hand embroidery and sparkling beads adorn them. White, Flesh and pastel tones. 4.50

Store Hours—9.00 a. m. to 5.00 p. m.

In compliance with the New York Daylight Saving Law we have advanced our clocks one hour.

The Y. W. C. A. Drive certainly deserves the support of every one.

James McCreery & Co.

5th Avenue

34th Street

Silken Hose

Clever women know that embroidered clox on one's hose tend to slenderize one's ankles. Hence the fastidious will choose Hose with clox for their Easter costumes.

Full-fashioned Hose of fine, svelte quality with hand-embroidered clox in Black or White are marked specially at 3.95

For those who prefer Hose unadorned there is a special of pure Thread Silk in Black, White, Brown and Silver at 3.25

"McCreery" Hosiery is famed for its high quality and shapeliness, yet it is always modestly priced.

Perfumes

A faint fragrance, like a subtle scent wafted from some distant field of flowers, lends charm to femininity.

Such delicate fragrance emanates from Guerlain's choice aromas. Rue-de-la Paix, 12.00; Champs Elysee, 13.80; L'Huere Bleue, 13.80; Kadine, 12.00; Fol Arome, 13.80; Quaud Vient L'ete, 12.00; Apres L'ondee, 7.50; Jicky, 3.30; Jasmeralda, 9.00.

All of these are available at McCreery's.



Graceful Wraps

To Swathe The Easter Costume

Wraps of classic beauty which one may gracefully don over a Gown or Suit are quite the most lovely of coverings, as well as the most convenient.

We have selected some Coat Wraps of exceeding grace and beauty as being particularly appropriate for the Easter costume. They have been deftly fashioned of Fortuna and Pattanette. The colors are Beaver, Partridge, Dragon Fly, Grotto, Dove Grey and Filbert. 140.00

Spring Skirts

Great is the vogue for the separate Skirt, for it is the better half of many a jaunty costume.

There are plaids in rich, subdued shades or radiant with color, fashioned in chic plaited styles—side, box or accordion plaited. Some have narrow little leather belts. 19.50 to 37.75

Those of Silk are rarely beautiful, featuring such lovely fabrics as Kumsi-Kumsa, Fantasi, Tussatyne, Queen Anne, Satin and White Serge. Light and dark shades. 17.75 to 39.75